

BUSINESS BETTER, FEDERAL REPORT

Conditions Improve in September, According to Information Received by Reserve Board.

MORE FREIGHT CARS IN MOTION

WASHINGTON, Nov. 2.—Business conditions throughout most of the country improved considerably during September, according to reports from federal reserve agents, made public tonight by the Federal Reserve board.

For the Boston district it is said that there has been considerable improvement in commercial activities and that reports coming into that city from the different lines of trade are not only cheerful, but decidedly optimistic for the future.

Industrial activity in the New York district, the report shows, increased during the month and wholesale and retail trade expanded with better collections. Reports almost uniformly good have been received from many sections of the district.

Philadelphia says that improved business conditions are reported from nearly all parts of the district. A hopeful sign, it is said, is the report of increased sales by department stores, retail clothing, dry goods, grocery and other concerns dealing directly with the consumer.

Unprecedented conditions in the steel trade continue to be a big factor in influencing business in the Cleveland district. There was a decrease in idle railroad cars of 100,000 in September. Crop conditions in the southern part of the district are said to be excellent and the feeling optimistic.

After months of slow and halting development, Richmond says it is now possible to report the district is experiencing much improvement. Cotton has been the principal factor.

Events of the month, Atlanta reports, have not only sustained, but increased confidence of the general business public throughout the district.

Commercial travelers report merchants' sales double those of last year in the same period.

Chicago District Gaining. Chicago says that the large centers in Michigan, Wisconsin, Illinois and Iowa report affairs seemingly are gradually gaining in strenuous day to day.

Continued improvement is reported from St. Louis. The jobbing trade has made substantial gains and a marked feeling of confidence is felt among merchants.

Farmers in the Kansas City district are said to be still inclined to hold their grain, wheat, corn and oats, apparently believing that higher prices will prevail later.

Conditions throughout the Dallas district are said to continue favorable.

San Francisco says there is an absence of pessimism and that there is a certainty of large crops.

Start Boosting Estabrook Name For Presidency

As the first gun of the presidential campaign announcement is made of the opening of headquarters in Omaha of an organization to advance the candidacy of Henry D. Estabrook of New York for the republican presidential nomination.

Omaha in a State of Preparedness



FOUR ATTACKS ON AGUA PRIETA BY VILLA REPULSED

(Continued from Page One.)

border to points a mile or more from the line.

Scores of women and children, most of them hysterical and weeping, covered behind brick or adobe walls.

The United States customs house which was fired on by a Villa machine gun platoon yesterday when Louis F. Taylor was shot in the back, was again peppered by Mexican bullets.

The American trenches were plentifully sprinkled with bullets also. Private Henry Jones, Company C, Eleventh infantry, was hit while guarding a company wagon near the American army field hospital.

Private James Tank, Company D, Eleventh infantry, was struck in the leg by a bullet that fell into a section of the trench a few feet from the custom house.

Another attempt will be made to storm Agua Prieta during the afternoon. This time, said they:

"We are going in; we will be in Agua Prieta by nightfall."

Firing practically ceased before 9 o'clock, and for some time after they only occasional rifle fire is also to be scheduled for the cadets. It is believed by university officials that Iowa is the first university in the country to adopt such a plan.

Apartment, flats, houses and cottages can be rented quickly and cheaply by a Bee "For Rent."

Eight on American Side. Eight persons on the American side of the boundary were wounded as a result of the fighting between Carranza and Villa troops at Agua Prieta yesterday and today.

The wounded: Louis F. Taylor, restaurant employe, struck in spine, paralyzed.

Corporal Jones, Company G, Seventh infantry, shot through both spines.

Private Taylor, Company A, Seventh infantry, hit in neck.

H. K. Jones, letter carrier, wounded in shoulder.

Parry Jones, private, Company C, Eleventh infantry, struck in stomach, probably fatally wounded.

James Tank, private, Company D, Eleventh infantry, wounded in leg.

Mexican woman, lost a finger.

Eight-year-old Mexican boy shot in stomach.

Great Britain Asked To Explain Seizure Of U. S. Steamship

WASHINGTON, Nov. 2.—Secretary Lansing today cabled instructions to Ambassador Page at London to ascertain from the British government its grounds for the seizure of the American steamer Hocking, taken into Halifax in charge of a British prize crew.

A dispatch today from Consul General Young at Halifax reported that no official reason had been made known there for the seizure. It was added that apparently the good faith of the transfer of the registry of the vessel from Danish to American and the change of ownership was questioned.

Iowa Cadets Will Learn Trenching

IOWA CITY, Ia., Nov. 2.—(Special.)—Iowa university's cadet regiment received orders from its commandant, Lieutenant Phinney, U. S. A., tonight that hereafter instruction in trench digging would supplement the usual routine drill.

Extensive instruction in rifle fire is also to be scheduled for the cadets. It is believed by university officials that Iowa is the first university in the country to adopt such a plan.

Apartment, flats, houses and cottages can be rented quickly and cheaply by a Bee "For Rent."

Advertisement for MacCarthy-Wilson Tailoring Co. featuring 'PROPER apparel is the unvarying product of this house. The personalities appropriately clothed very tremendously. The prices modestly range from \$25 to \$50. Perfect Fit Guaranteed. 315 South 15th Street.'

Advertisement for Central Furniture Store featuring 'A BIG SPECIAL Lace Curtain Sale At the Central Furniture Store ONE DAY ONLY Saturday, November the 6th. An immense purchase of beautiful lace curtains bought direct from one of the largest mills in America at such a heavy discount that we are enabled to put the entire shipment on Special Sale for this One Day ONLY at a price which will mean a saving to you of at least one-half. In this big purchase there are absolutely no seconds and include all of the very latest and most desirable weaves and patterns. Including an elegant assortment of Irish Point, Brussels and Bohnet curtains, Battenburg, Cluny, Musline, and a big assortment of Berlin curtains in ecru and white. Come to this big sale Saturday, November the 6th, expecting to find some very extraordinary values and you will not be disappointed and as usual you make your own terms.'

Will Buy Japanese Coal. BOKER, (Via Paris), Nov. 2.—The price of coal having risen to \$39 a ton arrangements are being made to import coal from Japan, where it is obtainable at \$10 00 a ton.

BUSINESS UPLIFT IS TRUTH IN "ADS"

Herbert S. Houston of New York Tells Local Club Men of the Power of Veracity.

LAFE YOUNG, JR., TALKS ALSO

The beautiful main dining room of the University club was filled last evening with Omaha men and women interested in advertising, the occasion being a banquet given by the Omaha Ad club in honor of Herbert S. Houston of New York, president of the Associated Ad Clubs of the World, and "Lafe" Young, Jr., of Des Moines, vice president of the organization.

R. B. Wallace, president of the local club, presided. He spared the speakers the usual formal, flowery and bluish-compelling introductions by a clever bit of metaphorical

strategy, veiling each of the honored guests' virtues behind the pleasant fantasy that they were two books and describing the book specifications to fit each of the two men.

Mr. Young spoke on "Clean Advertising," presenting a concise and, to those not aware of the movement, astonishing resume of the great cleansing process that has been going on in the advertising columns of this country's newspapers, particularly in the last few years; the ban on untrue advertising and the banishment of advertisements of things that might prove harmful to consumers.

Honest Ad Laws Increasing. Mr. Houston's subject was "The Ad Club and Its Movement in Relation to Business." He referred to the popular idea that ad clubs are interested only in "ads." He showed the great and far-reaching ramifications of the advertising clubs and their wide interest and activity in furthering the interests of manufacturers, retailers and consumers.

"This great organization of ad clubs," he said, "has put upon the statute books of thirty-one states of the union honest advertising laws. They haven't stopped with that, but have organized their vigilance committees to see that these laws are enforced and that advertisers

who do dishonest or misleading advertising shall be prosecuted. In most cases persuasion has succeeded but, where it has not, we have gone on, regardless of cost, to prosecution."

One Firm Sees Light. He mentioned the case of one large clothing company which was refractory and after the vigilance committee and non-crushable truth had triumphed in the supreme court, this clothing company "saw the light" and asked the privilege of heading the list of subscribers to the vigilance committee's support.

"The proposition that advertising will be more efficient when it is more believed is too evident to need argument," he said. "We are now about to open a nation-wide campaign to teach the people the economy and efficiency of advertising, to erase from their minds the erroneous belief that the consumer pays the cost of advertising."

Wilson writes Copy. "The first piece of copy in this campaign was written by President Woodrow Wilson. We shall use newspaper and magazine space in this propaganda worth from \$1,000,000 to \$3,000,000. The best copy writers in the world have volunteered their services free to write the ads. "The advertising clubs are solving the

problems of the retailers in the most efficient manner, getting right to the bed-rock, cause-and-effect of these problems, teaching each retailer even to the smallest how he can be a better storekeeper.

"The local ad club of any city is a point of commercial contact, a most important storehouse and clearing house of business information. It calls its members to a high opportunity."

After the banquet the guests of honor met the other diners in an informal reception.

CEREMONIES IN ROME FOR SOLDIERS KILLED IN WAR. ROME, Nov. 1.—(Via Paris, Nov. 2.)—A colonial cross erected for All Souls day in the cemetery where all Romans who have fallen in battle are buried was covered today with floral offerings contributed by throngs of mourners. The newly made graves also were banked high with flowers. A concession granted by Pope Benedict permitted all priests to celebrate three masses as on Christmas day, one of them being designed by the pontiff, especially for the thousands who have died upon the field of battle without the comfort of religion. Another was for the dead in general. All churches and cemeteries were crowded.

29th ANNIVERSARY SALE THOMPSON BELDEN & CO.

To give the most we can for what we receive, instead of the most we can get for what we give. That's our business policy—twenty-nine years old this week. Our growth has been that of the City of Omaha—steady and progressive. Three genera-

tions have found our merchandise reliable—our prices fair—our service distinctly above that of the ordinary store. We feel justified in celebrating our Twenty-Ninth Anniversary in a fitting way. Therefore a week of unusual events.

Anniversary Sale of LINENS. \$4.75 Bleached Table Napkins, Sale Price, \$2.89 a dozen. \$2.00 Bedspreads, \$1.59 each. \$5.00 Bleached Table Cloths, \$3.75 each. \$2.25 Cluny Lace Scarfs, \$1.10 each.

25c Scalloped Pillow Cases, Anniversary Price 15c Each. Made of a good quality bleached muslin, size 36x45. On Sale in Basement.

Mercerized Petticoats. Embossed Flounce, Full Flare, Color Black. On Sale Wednesday—Basement. 98c Much Underpriced.

A Pompadour Corset. A Corset of Unusual Value, dainty in appearance and well-boned for strength, one you can wear all day long with comfort and with the assurance that wherever you are you are not only looking your best, but also feeling your best. This corset has been designed for Mother and Daughter and will be offered you at— The Anniversary Sale Price \$1.50 a Pair. Corset Section—Third Floor.

Apparel Values In This Great 29th Anniversary Sale. Hundreds of women have been pleasantly surprised.

If you want a SUIT, COAT, DRESS, SKIRT, or a becoming WAIST, come Wednesday and you will find unheard of values of fine merchandise, worthy of the name: Thompson, Belden & Co. Reliable Since 1886.

Men's and Boys' Sweaters MUCH LESS THAN REGULAR. We are closing out our entire line Wednesday: Extra heavy \$7.50 Sweaters - \$5.00 All-Wool \$6.50 Sweaters at - \$4.25 All-Wool and Angora Sweater Coats: \$5.00 values - \$3.25 \$3.50 values - \$2.00 \$2.00 values - \$1.00 Men's Section—Main Floor.

Stamped Night Dresses. 75c Value, Wednesday 37c. Art Department, 3d Floor.

Cretonnes. Wednesday Only. 1,000 yards, 200 patterns, suitable for comforts, laundry bags, cushions of all kinds, and bedroom hangings— 10c a Yard. Basement.



Wednesday We Will Feature FINE COATS \$23.95. That could be priced at \$35.00 and \$40.00, or even more, and still be worth every cent marked.

Fabrics: Broadcloth and duvetine, fur trimmed styles; all the season's fashionable styles, all satin lined. Wednesday--\$23.95 Sizes 34 to 44. If you desire our Alteration Service, there will be a small extra charge.

Here Are Good Things for Wednesday in Dress Goods & Fashionable Silks. \$2.50 and \$3.00 All-Silk Satin Meteor--\$1.25 a Yard. We doubt if you can find anything more beautiful. Dainty shades for evening gowns, pink, light blue, corn, heliotrope, old rose, maize.

\$1.75 Colored 52-inch All-Wool Crepe Poplin--89c a Yard. Beautiful as a lustrous broadcloth, but of the poplin weave and weight. When present lot is exhausted no more can be had at this price. Colors: Russ green, Belgian blue, dark brown, wisteria, navy, Oppe and black.

Thompson-Belden & Co. HOWARD AND SIXTEENTH STREETS